

Present:

Jim Harris (in the Chair)	St Stephens
Victoria Jackson	Kingston Recruitment
Julie Buffey	Roisin Dubh
George Tambaros	Hull & Humber Property Lettings
David Hatfield	First Group
Claire Suggitt	Princes Quay

In attendance:

Ian Kelly	Hull & Humber Chamber of Commerce
Phil Ascough	Ascough Associates
Kathryn Shillito	Hull City Centre BID
Barbara Nelson	Hull & Humber Chamber of Commerce
Jon Pywell	Hull City Council
Kevin Priestley	Hull City Council
Trevor Mitchell	Historic England

1. APOLOGIES FOR ABSENCE

Apologies were received from Lee Appleton, Guy Falkingham, Paul Cartmell and Cllr Bayes.

2. MINUTES

The minutes of the Board meeting held on 19 May 2015 were accepted as a true and accurate record.

3. MATTERS ARISING

Kathryn Shillito noted that the BID members networking event at the bowling alley would be held in late November/early December.

4. HISTORIC ENGLAND – HULL OLD TOWN

Trevor Mitchell of Historic England gave a presentation on Historic England. Trevor had been Regional Planning Director, Yorkshire, for 5 or 6 years. He explained that Historic England was originally called English Heritage and had been in existence since 1084. They were the Government's advisers on heritage. The business had recently been split and the properties have been placed in a charity. The properties part of the business had kept the name 'English Heritage' whilst the heritage part became 'Historic England'.

Trevor explained that Historic England areas of work included research, listing, planning, advice and grants. They had carried out a study on improving the look of Beverley Road and produced a brochure on Hull.

Trevor commented that the Historic England Urban Panel had visited Hull. The Panel had said that the Old Town was special and unique but was not being put to full use and that a stronger vision for the City and the Old Town should be articulated through the Local Plan and a Destination

Management Plan. Recommendations included raising the profile of Hull and capitalising on City of Culture 2017 and on the assets of the Old Town. An urban village for sustainable city living should be promoted and the conversion of buildings into residential accommodation should be encouraged.

Trevor commented that Historic England wanted to talk to businesses in the Old Town and to the people who were the Old Town champions. It needed to be communicated that Hull had a great city centre and Old Town area. A new product with a new brand should be created.

Julie Buffey commented that there were homeless people sleeping in doorways in Hull and people were leaving human waste in doorways. She was concerned that people were visiting Hull from the ferries on expensive bikes and seeing that areas of Hull were a mess and dirty. Kathryn Shillito commented that Hull was seeing a change with Public Realm and City of Culture.

Vickie Jackson was concerned that, although there was a buzz when City of Culture was first announced, it had now been replaced with apathy.

The Chief Executive enquired whether working with Historic England would be a suitable partnership project for HullBID in its next term. It was noted that Historic England would like to work with an organisation to set up a commonly owned plan e.g. to deal with town cleansing.

John Pywell commented that Cllr Mary Glew championed the Old Town and that Hull City Council saw the potential for the Old Town. The Council agreed with creating an urban village but had difficulties with some building owners. He noted that some things were organic and could not be created by the Council. John confirmed that the Council was keen to develop the Old Town and that Cllr Glew had a panel which had been concentrating for the last two and a half years on the Old Town.

Jim Harris noted that HullBID were keen to take the opportunity forward but that they had limited resource which was basically Kathryn Shillito.

Jon Pywell suggested that HullBID could develop a focus on the Old Town through Mary Glew's group.

Julie Buffey noted that HullBID had raised many issues through Mary Glew's group and some things were being addressed. Kathryn Shillito agreed that an Old Town manager was a necessity as Trevor had suggested.

A discussion was held on Historic England's funding resources and it was not thought that it had a big funding pot.

The Chief Executive noted that HullBID did not want to get in the cross hairs between Historic England and the Council, but that it would be useful to invite Mary Glew and Trevor to another HullBID meeting.

Jim Harris raised the subject of the Kingswood Area Action Plan which includes an expansion in housing (3000 units), provision of more shops and developments. Jim felt that the threat to city centre retail was strong and should be opposed and asked if the HullBID Board would like to object to it. The Board endorsed the objection.

5. NINE MONTH MANAGEMENT ACCOUNTS

Kathryn Shillito commented that income was above budget as HullBID had received a reconciliation payment from the Council. Income had also been raised from the HullBID awards.

Kathryn confirmed that there had been an under spend on the communications budget but that extra income had been put into the communications budget for the HullBID ballot, e.g. for the video.

George Tambaros asked that HullBID ensured and confirmed that the levy from levy payers was

not spent on marketing HullBID in the BID ballot. Kathryn Shillito advised that funds were required to produce the manifesto to go out to levy-payers which is a legal requirement. The popular bi-monthly BID network events will provide a platform to campaign for the renewal and generally funds for these events are raised via sponsorship or donations. Beyond this, a door-to-door approach will be taken by the team.

6. BID MANAGER'S REPORT

i) Update

Kathryn Shillito commented that she had met with the police three times and had reported back to them the retailer feedback around issues including the 101 service, lack of PCSOs in the city centre etc. As a direct result of HullBID and the businesses challenging the cuts/changes and providing evidence to back-up concerns, the police had now agreed to place 2 PCSO's in the City centre between 10am-6pm, Tuesday to Saturday.

Kathryn had met with Savile Street traders to discuss the public realm developments. Garry Taylor from the Council's projects and infrastructure team was invited along to show the latest plans and take questions. Kathryn expressed that some kind of signage/installation was needed at the end of Savile Street to alert passers-by it was a retail area. Garry Taylor agreed to have some concepts drawn up to present to the group.

Kathryn noted that the evening economy, although buoyant in some areas, was failing in others particularly around Paragon Square. Along with Jim Harris, she had called a meeting with Matt Jukes and Bondholders to discuss three-way funding of a report by specialist company CBRE to assess the city and provide recommendations.

Kathryn commented that Melanie Toogood was a member of the Hull City Council Transport and Logistics Forum and was keeping businesses updated with news on the public realm works.

Purple Flag was up for renewal at the end of the year but there was an issue over who would take responsibility. Reassessment entry is costly and the Council's key analyst who provided all the figures and data for PF has since left without replacement. This combined with diminishing police personnel, withdrawal of the Street Marshalls and the lack of funds to market Purple Flag will impact on whether PF is renewed.

Kathryn Shillito noted that the Council want to charge HullBID £15 per day to enable Martin, the cleaning operative to have an 'access all zones' parking permit for his van (previously this was provided free). Jon Pywell agreed to look into whether a free parking permit could be provided.

Kathryn confirmed that the Inspiring Women event, as part of Humber Business Week, had gone exceptionally well with over 100 BID members attending.

The Yum! Festival was being held on 7 and 8 August 2015 and 30 HullBID members had taken a stall. Rather than using a marketing agency, Catherine Goble, the Events Manager, had taken on the entire project which had saved money for HullBID.

As part of the Yum! Festival, M & S were hosting and covering costs for a breakfast networking event on Thursday, 6 August 2015 and it was hoped that the Chief Operating Officer for PI Powerboats would be a guest speaker.

The Trinity Festival was being held on 25th, 26th, 27th September this year. A substantial sponsorship contribution has been agreed with city centre venue Oscars Bar and as part of this, a BID member networking event will be hosted in their premises on 25 September 2015.

HullBID financially supported Pride in Hull in 2015 and also put up gazebos. The event was well-received with a good audience.

Jim Harris commented that the smell of sewerage in Hull was a problem and he had felt that it needed to be flagged up in the press to move it up Yorkshire Water's agenda. Jim had therefore appeared in an article complaining about the foul smell in Hull in the Hull Daily Mail and on Peter Levy's programme on Look North.

Kathryn Shillito noted that HullBID were hosting a lunchtime networking event on 8 October 2015 at the Hull Trinity House chambers and asked the HullBID Board for any contacts who could be approached to speak at the event.

Kathryn was setting up a workshop with a company called 'Made You Look' who provide advice on how to dress shop fronts and get the best out of visual merchandising.

Kathryn noted that the HullBID support officers were working hard to ease the problem of drunks and beggars in shop doorways and commented that businesses rang the team on a daily basis for support. Vickie Jackson asked Kathryn to provide statistics on this to show levy payers.

ii) Press Log

Kathryn Shillito gave an overview of the press log which included HullBID Awards, Biz Week, hotel plans above Rumours, fruit market, new bowling complex, cruise terminal, Pep & Co, the possible re-opening of the public toilets, Hull Pride, footfall figures, Gourmet Burger and Bespoke Tailors.

7. BID RENEWAL BALLOT WORKING PARTY

Vickie Jackson confirmed that the next meeting of the HullBID Ballot Working Party was being held on 29 July 2015 and that the milestones were on track. Vickie noted that they needed to ensure that the HullBID Board directors were on board, e.g. for the banking and accounting event.

Vickie asked Kevin Priestley who would be handling the ballot and Jon Pywell confirmed that he would be able to provide an answer very shortly. Kathryn noted that she had written a crib sheet so HullBID Board members could refer to it when talking to people about ballot.

Phil Ascough confirmed that the video for the ballot would include the Edwardian Easter, Fashion Week, Yum and Trinity Festival. It would also show include Martin collecting needles and interviews with Matthew Grove, Rosie Millard and Keeley Donovan.

Phil Ascough and Kathryn Shillito had also spoken to James Burton at Hull Daily Mail about the ballot. However, Phil Ascough commented that Hull Daily Mail had not used some of the press releases so Phil was talking to James Burton again. Jim Harris commented that it would be useful to find out what HullBID members spent with Hull Daily Mail. David Hatfield commented that Hull Daily Mail needed to give HullBID the right to reply to articles in the Hull Daily Mail.

George Tambaros enquired why Hull Daily Mail was invited to HullBID Board meetings. Vickie explained that it was for transparency and Jim Harris added that there was an understanding regarding confidentiality.

8. HULL CITY COUNCIL CITY CENTRE REPORT

Jon Pywell commented that Public Realm would be starting in September. He noted that City of Culture 2017 included £80million investment in place and product and £10million investment in people and positioning.

Jon commented that the outside of buildings, particularly retail, need to be tidied up and better maintained and that there were a number of empty units and clutter. They needed to get the message across that everyone needed to prepare for 2017.

Kathryn Shillito confirmed she had contacted Business in the Community, on the subject of getting direct access to landlords who were responsible for empty units but she had not heard back from them yet. Kathryn noted that HullBID had replaced rotting woodwork at Ann Summers shop because the shop manager had said their head office wouldn't permit remedial works; there was a problem however finding paint to match the corporate colours.

Jon Pywell commented that the Council did not want to take enforcement action, as they would rather work with shop owners to remind them of their responsibilities re shop front maintenance.

9. ANY OTHER BUSINESS

Claire Suggitt commented that a lot of what had been stated in Hull Daily Mail about Princes Quay was untrue and that in 8 weeks time Claire would be able to update the HullBID Board on exciting new developments.

Julie Buffey noted that the Old Town through the Ages, part of the Heritage Open Days event was being held on 12 September 2015 and HullBID are supporting the event with some funding and

loan of the gazebos.

Kathryn Shillito confirmed that the Christmas Campaign would follow the same format as 2015 and that HullBID were also looking at promoting Black Friday subject to budget.

10. DATE OF NEXT MEETING

The next Board meeting will be held on Tuesday 29th September 2015 at 10.00am at the Chamber's offices, 34-38 Beverley Road, Hull.